ABSTRACT OF THE DISCLOSURE

A system and method for displaying and organizing highly complex and voluminous financial information pertaining to stock market trading activity on a computer display terminal in a manner that permits an individual to easily monitor and assimilate the information. The system forms a visual display which organizes and presents the trading information for a selected stock in a number of independent regions on a computer display terminal. A user can choose to display information pertaining to a number of user-defined stocks from a plurality of tabs along an upper edge of the display. For any stock selected, ask and bid sales and volume information for all of the auction participants for the selected stock can be displayed along with post trade information. Other significant information pertaining the trading positions of the auction participants is readily discernable from changes in color of the tabs designating those auction participants. Still other regions of the display allow the user to replay all previous activity information for the selected stock or to view pertinent post-trade analytical information concerning the stock. The system and method enable non-professional individuals to more easily discern trends in the activity of those stocks important to the user as well as to more quickly discern important trends in the trading activities of the auction participants for each of those stocks.